

February 9, 2017

On behalf of the North Carolina Department of Agriculture and Consumer Services (NCDA&CS), International Marketing Division, we are pleased to invite you to participate in a craft beer outbound trade mission and exhibition at Imbibe Live 2017. The intent of this mission is to provide N.C. brewers the opportunity to expose their products to the U.K. and European markets. The trade mission and trade fair will take place in London, England, at Olympia London Exhibition Center, the week of July 1 - 8, 2017. The Imbibe Live trade fair is scheduled for Monday, July 3 and Tuesday, July 4. We have secured three booth spaces at the Imbibe Live trade fair. For further details on Imbibe Live 2017, please visit <http://live.imbibe.com/>. We also plan to arrange meetings and tours to visit potential distributors, breweries, retailers and/or other market specific events. Should you decide to participate in this mission, your obligatory itinerary and timeline will be:

Saturday, July 1

- Depart N.C. for London, England

Sunday, July 2

- Exhibitor Setup for Bar Convent Berlin
- Hotel in London, England

Monday, July 3

- Exhibit at Imbibe Live
- Hotel in London, England

Tuesday, July 4

- Exhibit at Imbibe Live
- Hotel in London, England

Wednesday, July 5

- Locations and events to be determined: meet with distributors, breweries, retailers and/or market specific events.
- Hotel TBD

Thursday, July 6

- Locations and events to be determined: meet with distributors, breweries, retailers and/or market specific events.
- Hotel TBD

Friday, July 7

- Locations and events to be determined: meet with distributors, breweries, retailers and/or market specific events.
- Hotel TBD

Saturday, July 8

- Check out and depart for N.C.

**Please note, this schedule is subject to change*

The NCDA&CS is providing exhibit space for 3 N.C. breweries at Imbibe Live 2017. This package will include shared exhibit space in the N.C. craft beer pavilion. The pavilion will include the following:

- Back wall and bar design that is consistent and cohesive and includes logos from your company, North Carolina Craft Brewers Guild and N.C. Ag Exports
- Shared bar space to provide 1-2 taps per participating brewery and/or refrigeration for cans and bottles
- Basic power supply, bar tables, bar stools, trash bins, carpet, display lighting and glassware,
- Maintenance for trash removal, glass cleaning, etc.

Tours and meeting will be arranged with the assistance of the USDA Foreign Agriculture Service or industry consultants. We will do our best to provide content in our meetings that will benefit your company in the sales, marketing, distribution and/or presentation of your product in this market.

You will be responsible for the costs of flights, hotels, meals, incidentals, entertainment, and any other personal expenses. Your company will be responsible for providing product samples, literature, shipping and other materials for your exhibit space, to enhance the experience of potential clients and trade show visitors. Your time commitment to the NCDA&CS would begin on Saturday, July 1st, 2016 and end on Saturday, July 8th, 2017.

Participation Details:

- If you decide to accept this invitation, we request you endorse this letter and send it back to NCDA&CS International Marketing and complete the attached participation agreement.
- Pay a participation fee of **\$1000.00** for each company planning to attend this trade mission. Payment is to be made to **“NC Agricultural Promotions, Inc.”** and is due with your signed letter and participation agreement. Payment is non-refundable for companies selected to participate in activity.
- Participants are selected on a first come, first serve basis in order of **postmark date** when receiving participation fee, signed letter and participation agreement. All three items must be received in order to reserve your position on this mission. The mission will be limited to 3 participating companies.

Participation fee is to be made to **“NC Agricultural Promotions, Inc.”**

Completed forms and participation fee can be mailed to:

North Carolina Department of Agriculture & Consumer Services

Attn: John Hammond

International Marketing

1020 Mail Service Center

Raleigh, NC 27699-1020

More detailed information will follow once we have confirmed your participation.

We hope you will join us for this exciting mission. Thank you and we look forward to your prompt reply.

Best Regards,

John Hammond
International Marketing Specialist
NC Department of Agriculture & Consumer Services
Tel: + 1 919 707-3160
Email: john.hammond@ncagr.gov

Please sign below:

Signature

North Carolina Department of Agriculture & Consumer Services

Tel: +1 919 707 3160

www.ncagexports.com

PARTICIPATION AGREEMENT

Thank you for your interest in the North Carolina Department of Agriculture & Consumer Services Outbound Trade Mission. Below you will find the terms and conditions of this activity and registration form. To register, simply complete the following form and return it along with your signed letter of invitation and participation fee, of \$1000, made payable to "NC Agricultural Promotions, Inc." to North Carolina Department of Agriculture & Consumer Services, Attn. John Hammond, International Marketing, 1020 Mail Service Center, Raleigh, NC, 27699-1020

COMPANY INFORMATION

Company Name				Phone Number
Company Street Address				Cell Number
City	State / Province	Postal Code	Country	Email

TRAVELER INFORMATION

☐ Mr. ☐ Mrs. ☐ Ms.

First / Given Name Middle Name Last / Family Name

Position / Title in Company Date of Birth (Month / Day / Year) Sex / Gender ☐ Male ☐ Female

EMERGENCY CONTACT INFORMATION

Emergency Contact Name		Relationship to You	
Emergency Contact's Phone Number	Emergency Contact's Cell Number	Emergency Contact's Email	

PARTICIPATION TERMS AND CONDITIONS

THE NORTH CAROLINA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES AGREE TO:

- ☒ Provide exhibit space for 3 companies at Imbibe Live 2017
- ☒ Provide design and booth build for exhibit space
- ☒ Provide additional exhibit equipment and options, including bar, bar tables, bar stools and glassware
- ☒ Coordinate trade mission flights, transportation and hotels
- ☒ Arrange meetings and tours with buyers, retailers, distributors, breweries or sales outlets to benefit NC breweries

PARTICIPATING COMPANY AGREES TO: *(please initial each statement)*

_____ Adhere to the mission schedule and participate per the letter of invitation.	_____ Cover cost of hotel accommodation outside of the mission dates.
_____ Provide direct payment for flights, hotels and other travel related business and personal expenses.	_____ Indemnify North Carolina Department of Agriculture & Consumer Services and sponsoring state agencies from any loss or other claims resulting from participation in this activity.
_____ Cover all costs of your own meals and incidentals.	_____ Upon completion of this activity, complete an evaluation and provide information regarding increased export sales, success stories or otherwise resulting from this activity.
_____ Cover increase in airline fare for additional city stops or additional days outside of the mission dates.	

I, _____ have read, understand, and agree to the conditions stated above.
Print Full Name

Signature _____ Date _____

North Carolina Department of Agriculture & Consumer Services

Tel: +1 919 707 3160

www.ncagexports.com